







# Platform Selection Check-list

This is a key decision that will need both time and research.

The following check-list may be helpful as you explore platform selection. Consider the following when researching which platform is best suited for your practice:

			
Home Delivery			
Clinic Pick-up			
Food & Treats			
Medication			
Toys			
Non-Veterinary Products			

You will want a platform that is easy to implement and update to minimize the impact on staff time, so you need to find out what support is offered to get you up and running:

			
On-going technical support available?			
Fees for product listing changes?			
Staff training provided? (Hours)	Hours	Hours	Hours
Client support provided? (Online   Call)			
Does this responsibility fall to your staff?	Y / N	Y / N	Y / N
Platform integrates with clinic software			
I can recommend products via webstore			
Is the platform mobile friendly?			

			
What support is offered to market your platform to your clients?			
How much on-going support is provided and what is free?			
How will major issues be dealt with?			

It may seem like the platforms you are exploring are not as advanced as a platform like Amazon, but it is important to remember that these platforms are evolving, and will continue to keep pace with the demands of the industry. Having a platform now is more important than waiting for a better platform to come along!